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GENERAL PLAN

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Prepared by:
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I. INTRODUCTION

The General Plan Revision Program, completed by the City Planning Department in 1996, was both a technical and policy update. The effort included review of current data as well as local plans and State and Federal laws adopted since the 1983 General Plan Update Program was completed. It also required completion of technical studies, including a traffic model for forecasting traffic that would result from build-out of the General Plan. In addition, a public participation program was carried out in order to obtain direct input from residents on community needs and issues. This involved the work of citizens appointed to the General Plan Advisory Committee, as well as input from several community meetings and from a City-wide opinion survey. The emphasis in the General Plan continues to be on identifying practical goals, realistic policies and feasible as well as cost-effective programs which the City intends to follow and support.

This General Plan document is the major work product of the General Plan Revision Program. The Plan is the culmination of work identifying and discussing information on a wide range of issues. It incorporates the General Plan Advisory Committee's review of possible policy and program actions that address these issues. The Plan evolved by incorporating input on the Committee's work from both the City Council and Planning Commission, who further ensured that local attitudes and concerns were adequately reflected in the preparation process. This Plan includes the comments and suggestions of these various groups to the greatest extent possible. The General Plan text as well as the accompanying Combined General Plan/Zoning Map, were submitted to the Planning Commission and City Council for public hearings. The General Plan was approved by the Planning Commission on July 15, 1996, and adopted by the City Council on September 10, 1996.

The other reports which were prepared during this program, and upon which the adopted General Plan is largely based, are as follows:

Alternatives Report, July 1995

Overall Urban Framework Issues Report, May 1995

Transportation Issues Report, May 1995

Hazardous Materials Issues Report, March 1995

Natural Setting Issues Report, February 1995

Parks and Recreation Issues Report, December 1994

Economic Development Issues Report, December 1994

Housing Issues Report, September 1994

Crime Issues Report, July 1994

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WHAT IS THE GENERAL PLAN?

The General Plan is a composite of many policies, programs and intended actions to govern the future physical development of the City of National City. The policies are designed to preserve and enhance existing development, and to provide for orderly and appropriate new development to meet current and projected needs. Accompanying the sets of policies and implementation recommendations included in this document is a Combined General Plan/Zoning Map (Figure 1). The Issues Reports and other technical studies prepared for the General Plan Revision Program contain supporting documentation for the Plan.

The General Plan addresses both long-range and more immediate concerns. Most of its policies and programs, particularly those addressing land use and circulation, guide the City's development over the next 20 years. Housing Element programs, however, have a State-mandated 5-year implementation schedule.

Long-range goals can sometimes conflict with immediate objectives. In order to respond to present needs, the current General Plan text emphasizes many program actions that can be achieved in the near future. The Combined General Plan/Zoning Map attempts to reflect both short-term as well as long-range considerations.

As a policy document, the General Plan guides many actions. State Law requires conformance with the General Plan for public works improvements as well as for detailed zoning regulations which govern private development.

A key feature of the General Plan is that it establishes policies that are determined to be in the public interest. This, together with its long-range perspective, requires consideration of the needs of many individuals and groups, including future generations.

In addition, the General Plan is comprehensive in scope. As outlined in the State legislative guidelines, the Plan includes policies governing Land Use, Circulation, Housing, Conservation, Open Space, Noise and Safety. These subject areas need not be addressed separately and may be covered under any format.

Several characteristics of National City's General Plan serve to distinguish it from many other General Plans.

- * First, it has been recognized that to be most effective, the Plan should be prepared in a form which readily permits it to be amended. It is hoped that the concise presentation on a chapter by chapter basis will serve this purpose.
- * Second, to enable the Plan text to be capable of adoption and execution as a legislative document, to the greatest extent possible it has been purged of narrative text and technical data and addresses only the goals and policies to be followed and the implementation efforts these imply or require.

- * Third, to a great extent, the policies and programs have been formulated from the standpoint of what is achievable and feasible, now or in the relatively short-term future. While this may somewhat diminish the visionary or utopian character of the Plan, it is increasingly less acceptable to set planning objectives or policies which are not implementable from a practical standpoint, or which have only a decorative purpose. In some instances, the expression of policies has involved difficult trade-offs between conflicting purposes or values. The results are not likely to please everyone, and in some cases may represent the apparently least undesirable of several less than satisfactory alternatives.

COMBINED GENERAL PLAN/ZONING MAP

The Combined General Plan/Zoning Map is particularly important since it represents a clear and graphic expression of the development pattern desired in the City, consistent with policies contained in the Plan text. In many communities, General Plan maps delineate land uses according to broad categories, with generalized boundaries. In cities like National City, which are fully developed with urban-type uses, it is possible to establish more specific land use delineations. The 1983 Updated General Plan took this one step further, in that the Combined General Plan/Zoning Map, and supplementary Zoning Maps, served as the new, revised map of zoning districts for National City. As this practice has been quite successful, it will be continued in the 1996 General Plan Revision Program.

The Combined General Plan/Zoning Map contains four major categories of land use, and indicates appropriate areas for each. The pattern of land uses defined in the map also reflects the location of the City's zoning districts, although it should be recognized that the provisions for these districts contained in the Land Use Code spell out more specific development requirements and standards. A discussion of the major characteristics of each of the General Plan land use categories is included elsewhere in this document.

The land use categories on the General Plan map are as follows:

RESIDENTIAL

- RS-E Single-Family Estate (1 dwelling unit per lot; 1 acre minimum)
- RS-1 Single-Family Large Lot (1 unit per lot; 10,000 sq.ft. minimum)
- RS-2 Single-Family Small Lot (1 unit per lot; 5,000 sq.ft. minimum)
- RS-3 Single-Family Extendible (1 unit per 5,000 sq.ft. lot area)
- RT Two-Family (2 units per lot; 5,000 sq.ft. minimum)
- RM-1 Multi-Family Extendible (1 unit per 1,900 sq.ft. of lot area)
- RM-2 Multi-Family Limited (existing multi-unit complexes)
- RM-3 Senior Citizen Housing
- RMH Mobile Home Park

COMMERCIAL

- CG General Commercial
- CM Medium Commercial
- CL Limited Commercial
- CT Tourist Commercial
- CA Automotive Commercial
- CH Heavy Commercial
- CSC Shopping Center Commercial

INDUSTRIAL

- ML Light Manufacturing
- MLR Light Manufacturing/Residential (existing housing; or 1 unit per lot; 5,000 sq. ft. minimum)
- MM Medium Manufacturing
- MH Heavy Manufacturing
- MT Tidelands Manufacturing

INSTITUTIONAL

- IC Civic Institutional
- IP Private Institutional
- OSR Open Space Reserve

There are nine additional designations listed as overlays on the Combined General Plan/Zoning Map. All are utilized in combination with the land use categories, except in the case of freeway and trolley rights-of-way where Open Space (OS) applies as the primary designator.

The nine designations are established in the Land Use Code as combining zones. They can be added, without amending the General Plan, to any land use categories already applied on the Map. Their use can serve to condition development or to specify procedures for project review. Some of them also identify other jurisdictional authority.

OVERLAYS

OS	Open Space
PD	Planned Development
PUD	Planned Unit Development
H	Height Restriction
CZ	Coastal Zone
----	Floodway (approximate limits shown on map)
UPD	Unified Port District
GP-PZ ()	General Plan Pre-Zone
GP-TZ ()	General Plan Tentative Zone

The Combined General Plan/Zoning Map also identifies the location of certain public and other significant facilities in the City, which have a bearing on public services or other aspects of the Plan. Besides naming major community buildings, such as the Civic Center and City Library, the following are shown:

FACILITIES

S	School
P	Parks/Recreation
F	Fire Station
U	Utility
H	Historic Structure (on National Register)
M	Medical
MR	Military Reservation
T	Trolley Station

It is believed that the General Plan map is a consistent and appropriate reflection of the policies contained in the General Plan text. However, neither the text nor the map are submitted as rigid or unchangeable documents, and in considering any possible additional adjustments to either, it is necessary to determine that the criterion of internal consistency is met. Final decisions with regard to both the General Plan text and map rest with the Planning Commission and City Council.

UPDATING, AMENDING AND IMPLEMENTING THE GENERAL PLAN

There is a need to periodically update and amend General Plans. The General Plan is based upon analyses and assumptions concerning social, economic and physical conditions, and this basic information will change over time. Planning for a 20-year period is difficult since information on the future is imperfect. Unforeseen events may suggest other actions besides those currently planned. Each year, the City should review the Plan and, if necessary, update its policies and programs as well as its supporting data in the light of new conditions and information.

Proposed changes should always be evaluated in regard to environmental impact and consistency with the balance of the document. The City Council and Planning Commission must hold a public hearing prior to amending the General Plan. Once the General Plan is amended, the City then revises its Zoning or other ordinances to achieve consistency with the amended General Plan, as may be needed. According to State Law, the General Plan cannot be amended more frequently than four times per calendar year. However, amendments that require changes to the City's Local Coastal Program may be adopted no more than three times per year.

ORGANIZATION OF THIS DOCUMENT

Each of the seven elements mandated by the State Planning and Zoning Law are contained in this General Plan. Because these seven categories are closely related to each other, they are not addressed separately. Instead, the different aspects of development in National City are discussed under five general topics, and through this process all the mandatory elements are covered. Table 1 identifies the location of material relating to each element in the text.

The five substantive chapters comprising this General Plan are as follows:

- II. Overall Urban Framework
- III. Natural Setting
- IV. Housing
- V. Economic Development
- VI. Public Services and Facilities

Each chapter begins with a brief statement of the existing needs and conditions to be addressed. This statement is followed by:

- Policies - expressions of City objectives and intentions regarding given issues. Each policy is identified by a letter reference in the left hand margin, in consecutive sequence within each chapter.

- General Plan Map Provisions - a brief discussion of the geographic designations portrayed on the General Plan map.
- Implementation - statements of proposed specific City actions designed to achieve the stated General Plan Policies. Each action is identified by a number in the left had margin, in sequence within each chapter.

The implementation recommendations contained in the Plan text are very important portions of the document, because they indicate the practical and programmatic requirements for carrying out policies. These recommendations enable the immediate and longer term implications of the policies to be clearly seen.

Table 1

**RELATIONSHIP BETWEEN REQUIRED ELEMENTS AND CHAPTERS
IN THIS GENERAL PLAN**

(Read horizontally across columns)

Required Elements:	Chapters				
	II Overall Urban Framework	III Natural Setting	IV Housing	V Economic Development	VI Public Services and Facilities
Land Use	x	x	o	o	o
Circulation		o			x
Housing	o		x		
Conservation	o	x			
Open Space	o	x			x
Safety		x			x
Noise		x			

x = Major Discussion

o = Secondary Discussion

II. OVERALL URBAN FRAMEWORK

The way the City will look and function in the future will depend on both physical development and societal change. The amount of construction that may occur will obviously affect the City's appearance. Perhaps less evident is the potential for transition in the uses of existing buildings. However, the purposes and activities to be carried out within them will vary over time; they will be determined by the people who live and work in the City in the coming years. Recent and potential growth as well as changes in the population are documented in detail in the Overall Urban Framework Issues Report.

How much transformation the City experiences in the future, however, will depend on the vision it charts in this General Plan. For the most part, the General Plan policies call for maintaining and upgrading residential neighborhoods, revitalizing existing business districts and adding recreational amenities. A diverse mixture of land use and building types will likely remain as a result of this Plan, with convenient access between homes and shopping as well as employment and leisure activities.

Most of the area within the City of National City is currently developed, leaving a limited amount of land vacant and available for further construction. Given this scarcity, development in the City will often involve some change to an existing use, within an already built-up area. Therefore, policies governing new development together with the improvement of existing areas are given special emphasis in the General Plan.

Proposed implementation programs encourage more citizen involvement and additional projects for community enhancement, such as marina development and historic preservation, as well as landscaping and signing. Other programs call for continued review of regulations to ensure development is compatible with surrounding neighborhoods, and they address nonconforming uses.

Several assumptions listed as follows, were made in revising and adding policies and programs in this chapter.

1. Population

The City's population will continue to change.

- The population will increase to 62,866 by the year 2015 (SANDAG, Series 8).
- The proportion of residents who are Hispanic and Asian will increase.
- Older homeowners will be replaced by younger families.
- Families will age and move within and outside of the City as their needs and incomes change.
- Family incomes in the City will remain lower than those in the Region.

2. Development Patterns

There will not be much overall change of land use City-wide. Most of the growth in the City's population will result from infill development on small vacant lots and on property that will be rebuilt with more intense uses, such as multi-family housing and mixed uses in commercial-zoned areas. Additional construction will occur in the residential zones.

3. Bayfront/Harbor District

The City's Bayfront will continue to be dominated by the Navy and Port District. Both of these agencies will expand their operations over the next 10 to 20 years. However, opportunities for other uses will remain in the southern part of this area, near Paradise Marsh and Pepper Park.

- San Diego Naval Station will remain and continue to occupy the Bayfront north of 24th Street. It will add personnel and activities, but it will remain visually separated from the rest of the City by the I-5 freeway and Port-related manufacturing and warehousing businesses.
- The Port District will increase use of the Marine Terminal.
- The historically significant Santa Fe Station will be restored. Its reuse as a tourist destination will attract commercial businesses north of Paradise Marsh and upgrading of surrounding properties.
- Filled land in the area east of Pepper Park will be available for development and improved public access to the Bayfront.

4. Route 54 Corridor

New commercial development, such as the South Bay Marketplace containing Walmart and the Dixieline shopping center south of the freeway between National City Boulevard and Highland Avenue, will attract traffic to the area and increase its importance for regional and community-oriented shopping. Existing centers that will also benefit from their proximity to Route 54 include Sweetwater Plaza and Town & County shopping centers, as well as Plaza Bonita.

5. Plaza Boulevard

Plaza Boulevard shopping centers between Highland and L Avenues will continue to provide community-wide goods and services. Other centers, located further east along Plaza, will offer convenient, neighborhood-oriented shopping.

6. Lincoln Acres

The remaining unincorporated portions of Lincoln Acres will eventually be annexed.

7. Division Street Improvements

Widening of Division Street from two to four lanes from National City Boulevard to the eastern City limits will strengthen the identity of neighborhoods in the northern part of the City.

8. National City Boulevard

The Mile of Cars will remain a regional auto sales center.

The policies and programs contained in this chapter address the location and extent of new development, where it should be encouraged or restricted, the kind of development pattern which is preferred for National City, the appearance of the City, and the overall future identity of the community.

POLICIES

URBAN DEVELOPMENT

- A. New development in National City will occur in a planned and orderly manner, will be of the highest possible quality and most appropriate to the needs of the community, and will enhance and complement surrounding areas.
- B. The City shall maintain its identity as a distinct community by promoting a high quality urban environment with stable residential neighborhoods and healthy business districts. *(also repeated in Housing Chapter)*
- C. The remaining vacant land in National City, as well as major underutilized areas, will receive special attention from the City and will be treated as community assets, to ensure that their eventual development provides the optimum benefit to neighboring areas and the entire City.
- D. The City will encourage new development and rehabilitation of existing buildings to improve the transition between adjacent single-family homes, multi-family complexes and businesses.
- E. Where feasible, the City will encourage the conversion or relocation of nonconforming, higher intensity uses in order to improve the quality of neighborhoods and business districts.

- F. The City will continue to carefully review uses which may not be compatible with adjoining neighborhoods and business districts (i.e., fast-food restaurants and others).
- G. New development in National City will be subject to the availability of adequate public services and facilities, and will recognize appropriate environmental considerations.
- H. The City will encourage privately initiated redevelopment efforts in residential, commercial and industrial areas of National City, and will utilize public redevelopment resources where necessary to stimulate and leverage private investment.
- I. Land which may become accessible as a result of a public improvement effort will be developed in a way compatible with surrounding land uses and in the best interests of the City.
- J. The City will continue to encourage close communication and coordination with the Navy, Port District, adjacent cities and the County to ensure City interests are considered on projects proposed within their jurisdictions.
- K. The City encourages development of a marina and tourist commercial uses in the Harbor District to carry out its Local Coastal Program.
- L. The City will coordinate with the Community Development Commission and Coastal Commission to plan for a wider variety of uses within the Harbor District as redevelopment proposals are formulated.
- M. The City will encourage retention and enhancement of natural hillsides.
- N. Future annexation proposals, such as in the Lincoln Acres area as well as near Plaza Bonita Center Way, will consider both the financial impact on the City and the preferences of residents and owners in the areas.
- O. The City will discourage the development of new fast food restaurants in the following geographic areas to ensure that potential land use conflicts are minimized and that future development is compatible with the existing character of the areas:
 - 1. 8th Street - "A" Avenue east to Interstate 805;
 - 2. Sweetwater Road on both sides of I-805 from the golf course east to Plaza Bonita.

COMMUNITY DESIGN

- P. Major entry points to National City will be beautified by well-designed landscaping and signage, relying on both private efforts and public resources, in order to promote civic pride and reinforce community identity.
- Q. Landscaping of public parkways will continue to be encouraged, through both private and public efforts.
- R. Also encouraged are landscaping and more efficient use of yard areas.
- S. The City will promote water-conserving plant species and low-maintenance designs in public and private landscaping installations.
- T. The ongoing program of removing overhead utility wiring along major roadways and relocating them underground will be continued, financed by allocations from SDG&E, and as required as conditions of approval for new development.
- U. The improvement of existing signs will be encouraged by the City to help promote a more attractive street scene in National City's business districts.
- V. The City will maintain requirements for architectural and site design control on new development to ensure efficient use of land as well as compatibility among different uses and properties, and to help strengthen business areas and neighborhoods. Administration of adopted Design Guidelines and project review procedures will continue to recognize reasonable cost considerations for owners in design requirements and procedures.
- W. Design review procedures will be continued within existing Redevelopment Project Areas.
- X. Neighborhood rehabilitation and beautification activities will continue to be encouraged and assisted, using both private and public resources. Property conservation and enhancement of community appearance will be encouraged through the implementation of appropriate programs and regulations. *(listed also in Housing Chapter)*
- Y. The City will continue to encourage and assist efforts for the preservation, maintenance and restoration of historically significant buildings and sites.
- Z. All proposed fast food restaurant facilities shall be designed to demonstrate sensitivity to the visual and physical characteristics of the particular location and shall not be in conflict with the character of the surrounding community.

OTHER

- AA. The City will encourage greater citizen input into the planning process, involving residents from all ethnic groups.

GENERAL PLAN MAP

The Combined General Plan/Zoning Map portrays the distribution of land uses desired in National City. Residential, business, institutional and open space classifications of the General Plan are described in the Chapters on Housing, Economic Development, Public Services and Facilities, and Natural Setting. In addition, the following overlay zones may be applied to certain areas of the City.

<u>Planned Development:</u>	Requires formal review of development plans by the Planning Commission, and allows for imposition of additional design conditions.
<u>Planned Unit Development:</u>	Applied primarily to larger residential developments, the PUD designation allows for flexibility in meeting development standards, such as clustering of units.
<u>Height Restriction:</u>	Places a restriction on allowable building height, lower than otherwise permitted by the City's development regulations.
<u>General Plan Pre-Zone:</u>	Enables the City to pre-zone unincorporated territory adjoining the City for the purpose of determining the zoning that will apply to such property in the event of subsequent annexation to the City.
<u>General Plan Tentative Zone:</u>	Applies a temporary zone to a property until such time as a specific plan has been adopted.

The delineation of land uses on the Combined General Plan/Zoning map recognizes and closely reflects current types and intensities of activity in most of the City. The business districts are shown without much change, and the types of residential development allowed in most neighborhoods closely match what currently exist in those areas.

However, there are two types of situations where the Map designations do not match present land uses. First, in some areas the Map allows for new uses, such as where commercial land use categories are applied to residential neighborhoods. Second, in certain parts of the City, the land use categories allow for more intensity of building. This is the case where there are large parcels or vacant lands that can be subdivided; it also occurs in some areas designated Two-Family and Multi-Family Extendible Residential, as well as in commercial zones where higher density housing may be permitted.

A change in use called out by the Map can sometimes be justified by nearby higher intensity development. In other situations it may not be desirable. Although the General Plan Revision Program resulted in many amendments to the Combined General Plan/Zoning Map, it also identified the need to further review the zoning for several areas. The neighborhood planning process, addressed by implementation programs, will help determine whether further changes to the Combined General Plan/Zoning Map should be adopted.

Nonconforming and inconsistent uses and residential densities can be found in varying degree throughout the City, but primarily in older neighborhoods. In several areas, land use designations acknowledge the continuation of an established, diverse mix of uses.

IMPLEMENTATION

Urban Development

1. Consider adoption of procedures to encourage neighborhood-focused planning in order to improve participation of all residents.
2. Establish priorities and encourage requests for neighborhood plans addressing commercial and multi-family-zoned residential areas.
3. Continue to review and clarify General Plan Map designations for parcels, some of which are divided by two or more designations.
4. Encourage the preparation and implementation of specific plans to guide development in areas that have particular importance due to their location, characteristics, or potential for new development. Examples of such places include the following:
 - Vacant CT zoned property west and north of Paradise Marsh, as specified in the City's Local Coastal Program;
 - RS-1 zoned hillside south of Paradise Valley Road at the eastern City limit;
 - RS-1 zoned property on the north side of Paradise Valley Road at the eastern City limit;
 - RS-3-PUD zoned canyon area at the south end of Rachael Avenue;
 - RS-2 prezoned area east of Plaza Bonita Center Way;
 - RM-1-PUD zoned area east of Plaza Bonita on the south side of Sweetwater Road, where a specific plan has been adopted;
 - CG-PD zoned property on the north side of Plaza Boulevard, east of I-805 and south and west of 12th Street, where a specific plan has also been adopted;
 - CL-zoned property for property on the north side of 8th Street west of Palm Avenue, where a specific plan has also been adopted;
 - The block in the MLR zone between 18th and 19th Streets, east of Harding and west of Wilson Avenues, required by adopted ordinance for commercial or industrial building (St. Anthony's Church site).

5. Review National City's zoning and development ordinances to achieve implementation of General Plan policies and programs.
6. Continue and strengthen the City's review of development planning, to ensure that future development is compatible with the immediate neighborhood and the community, and to minimize potential negative impacts.
7. Continue Redevelopment activities in the area at National City Boulevard & 8th Street (downtown) and elsewhere in the City, where public involvement is deemed necessary to stimulate private investment.
8. The City should encourage and participate in efforts to remove or relocate uses that are incompatible with surrounding properties.
9. Ensure that future development of fast food restaurants is compatible with the immediate neighborhood and the community and to minimize potentially negative impacts.

COMMUNITY DESIGN

11. Promote private and public efforts to provide special landscaping and signage treatment at major entry points to National City, and along the City's public ways. Such special beautification efforts should be applied at each existing and proposed interchange of I-5, I-805 and Route 54 located in the City, as well as at roadways entering the City from adjacent communities.
12. Encourage the State to provide more extensive landscaping and other beautification measures along I-5 and I-805 within National City.
13. Conduct street landscaping and other beautification efforts, including but not limited to the following:
 - Street tree planting program being carried out by the Community Development Commission, and necessary maintenance;
 - Sidewalk and other streetscape enhancement such as completed near 8th Street and National City Boulevard;
 - Landscaping of vacant areas, such as the linear park improvements along the north side of Plaza Boulevard east of Harbison Avenue.
14. Promote sign and facade improvement efforts in business districts and rehabilitation in residential neighborhoods; pursue funding resources for such activities, and provide technical assistance to property owners.

15. Relocate overhead utility lines underground and remove utility poles along roadways. As much as possible, attempt to coordinate this work with other street and utility improvement projects.
16. Continue to apply the City's Design Guidelines to new development and remodeling of existing buildings. Also, encourage appropriate standards and procedures for architectural design and site plan review within specific areas of the City, including established shopping centers and business districts as well as large, vacant parcels. Criteria or guidelines could be included in specific plans for the enhancement of certain areas, as well as for the preservation of positive features. Examples of areas where these plans would be most useful include the following:
 - Highland Avenue;
 - National City Boulevard (various segments; i.e. north of 7th Street, 8th to Plaza, Plaza to 16th, and 16th to 18th);
 - Downtown area, including blocks near National City Boulevard and 8th Street west of Highland Avenue;
 - Civic Center Drive;
 - Civic Center Drive at Harbor Drive;
 - Plaza Boulevard (such as adopted for the north side of Plaza between I-805 and E. 12th Street);
 - Undeveloped area in the RS-1 zone along Paradise Valley Road;
 - Undeveloped canyon area at the south end of Rachael Avenue;
 - Undeveloped land at the City's Bayfront, as directed by the City's Local Coastal Program;
 - Roosevelt Avenue, freeway frontage area;
 - McKinley Avenue, freeway frontage area;
 - 24th Street west of I-5.
17. Continue to support historic preservation efforts. Update the list of important historic sites and incorporate it into a document separate from the General Plan. Revise the Land Use Code as necessary to refer to the list.
18. Review procedures with regard to possible application of an historic overlay designation or other regulation restricting subdivision of property without adoption of a specific plan.
19. Subject to availability of resources, develop a technical assistance program offering information on financial assistance sources and repair techniques to stimulate the rehabilitation of historically significant properties in National City.
20. Demonstrate that the design of future fast food restaurant facilities is appropriate to the visual and physical characteristics of the particular location, including siting, signing, lighting, landscaping, fencing materials, windows, and building materials and colors.

21. Conduct a corridor planning study for Plaza Boulevard, coordinating needs for parking, landscaping and overall site design in conjunction with street widening improvements addressed in Chapter VI.
22. Consider changes to nonconforming use regulations in order to encourage property improvement.
23. Monitor development and update the City's land use inventory for use in reviewing projects as well as zoning proposals.

III. NATURAL SETTING

National City is almost fully developed, with land uses predominantly urban in nature. There is not much area which has remained vacant, and not much undeveloped area that would be considered undisturbed or unaltered from its original natural condition. In addition, most of the waterways in the City were channelized as the area grew and, as a result, offer limited scenic or wildlife value.

Nonetheless, several areas remain close to or in their natural state and provide habitat value. Examples include Paradise Marsh, the old course of the Sweetwater River south of 35th Street, and the hillside north of the historic Wellington Estate on Paradise Valley Road. Riparian vegetation along the River near Plaza Bonita also offers an environmental resource with scenic value. There are also scattered, isolated canyons in the City with native vegetation which may have habitat value.

Other areas of the City which have been developed or modified can provide habitat value. Examples include the Sweetwater River Flood Control Channel and a man-made pond within the Bella Bonita development on Sweetwater Road. In addition, San Diego Bay supports a wide variety of plants and animals, although it is surrounded by development and is also important for economic and recreational uses.

The Local Coastal Program (LCP) addresses goals related to preservation and revitalization of the Paradise Marsh area, near the mouth of the Sweetwater River. The Marsh serves as a habitat for several significant plant, bird and aquatic animal species, and is one of the few coastal marshes remaining in the San Diego area. It is part of the Sweetwater National Wildlife Refuge, which extends into Chula Vista and is managed by the U.S. Fish and Wildlife Service. The LCP also contains policies and regulations for protection of additional areas such as Bannister Marsh and the Sweetwater River.

The environmental setting of the City is also characterized by hazards and other problems. These consist of seismic activity (primarily earthquakes), flooding, drought and reliance on imported water, as well as noise, air and water pollution. The more significant hazards are further described below, and additional information is contained in the Natural Setting Issues Report.

Events which rarely occur sometimes have the most potential for damage. In National City and San Diego County, perhaps the most potentially harmful of these is seismic activity. The Sweetwater Fault runs through the far eastern edge of the City but is considered to be inactive. However, potential for movement on the nearby, active La Nacion and Rose Canyon faults could have devastating effects on the City and other areas of San Diego County. The Region is also prone to earthquakes that could occur on more distant faults, such as the Elsinore, San Clemente, San Jacinto and San Andreas, and suitable precautions should be practiced.

Also potentially damaging are major floods during periods of unusually heavy rain as well as localized flooding during high tides. Low-lying areas along the historic courses of Paradise Creek, La Paleta Creek and the Sweetwater River could be affected by a significant flood. Although flood control improvements have been constructed, new construction in these areas requires special attention to comply with Federal flood insurance regulation.

The policies and implementation measures in this chapter address development standards intended to protect the City's population and property from natural hazards and to improve the quality of life in National City. Reference should also be made to policies and programs in the chapter on Public Services and Facilities.

The following assumptions were made in revising and formulating the policies and programs contained in this chapter:

1. Wetlands and natural environmental habitat will continue to be protected from development. These areas include primarily Paradise Marsh, Bannister Marsh and remaining natural habitat along the Sweetwater River.
2. Seismic risk will continue to be a factor, possibly resulting in higher structural standards for new construction. Older structures may require retrofitting. Disaster preparedness plans and inter-agency response agreements will continue to be required.
3. The City will continue to be dependent on imported water and will face restrictions on water use in future periods of drought.

POLICIES

NATURAL HAZARDS

- A. The City will enforce appropriate development regulations concerning geologic, soils and seismic hazards, and will monitor regional conditions, such as fault activity, which could affect National City.
- B. The City will explore necessary measures to protect areas in danger from flood hazards.
- C. Assessment of potential flood and drainage impacts will be required of all major new developments. When significant impacts are identified, the project will provide adequate mitigation either directly or will provide the means for financing necessary public drainage improvements.
- D. The City will cooperate with regional agencies in programs designed to reduce air and water pollution levels from all sources.

- E. Development on steep slopes in the City will be regulated as necessary for both public safety and natural conservation purposes. Allowable densities in these areas should be maintained at lower levels in order to reduce potential effects from development.
- F. The City will take necessary measures to reduce hazards in the coastal zone as specified by the Local Coastal Program.

CONSERVATION AND OPEN SPACE

- G. The City will preserve open space areas as necessary and desirable to conserve natural resources, to provide adequate recreation, and to protect public health and safety.
- H. The City will require that new development be designed to minimize energy consumption, and will encourage retrofitting of existing buildings to conserve energy.
- I. The City will continue to explore opportunities to reduce energy consumption in its public buildings and in its operations and maintenance activities.
- J. The City will support efforts by the U.S. Fish and Wildlife Service and the California Department of Fish and Game, as well as the Coastal Commission and Army Corps of Engineers related to preserving valuable natural habitats in the Paradise Marsh and Sweetwater River areas.
- K. Coastal resources, including natural wetlands as well as visual resources, will be protected in accordance with the City's Local Coastal Program.

NOISE

- L. Transportation and land use planning will be coordinated to promote acceptable noise levels for specific types of urban activities.
- M. The City will encourage the location of sensitive land uses away from high noise areas, or require mitigation to control adverse noise impacts.
- N. Protection from excessive levels of noise will be a high priority in National City to provide a quality living environment.
- O. The City will seek to maintain noise levels which are consistent with Title 12 of the National City Municipal Code.

GENERAL PLAN MAP

The Combined General Plan/Zoning Map addresses policies affecting the environment in several ways. Three areas have been designated Open Space Reserve (OSR). Two include Paradise Marsh, west of I-5, and its tributary marsh area east of I-5, south of 30th Street, called Bannister Marsh. The other area is located alongside Plaza Bonita in the Sweetwater River floodplain. The OSR category is intended primarily to preserve open space wetland areas and passive use of the land for limited nature study purposes.

The Combined General Plan/Zoning Map designates all properties located within the coastal zone, which are subject to the development standards and specific requirements of the Local Coastal Plan, with the Coastal Zone (CZ) overlay designation. The map also delineates land within the City that is possibly vulnerable to flooding, and which is subject to special protective City development regulations.

IMPLEMENTATION

NATURAL HAZARDS

1. Maintain and improve the City's participation in regional planning for natural hazards, such as earthquakes and floods, and evaluate any new circumstances that may apply to National City.
2. Monitor any new information concerning the Sweetwater Fault, currently judged inactive, which runs through the far eastern portion of the City, and the La Nacion Fault, judged potentially active, which is less than a mile east of the City limits.
3. Revise and enforce appropriate development regulations needed to comply with recognized standards for protection from geologic, soils and seismic hazards, to ensure public safety.
4. Ensure through development regulations that proposed new development adequately provides for on and off-site mitigation of potential flood hazards and drainage problems.
5. Promote funding and implementation of needed flood control and drainage improvements, as referenced in the Public Facilities chapter.
6. Review City regulations and consider the need for density criteria, or additional changes to land use designations, for hillsides with steep slopes (greater than 25% grade) to minimize both potential safety hazards and disturbance of the natural terrain.
7. On hillsides with more than a 25% slope, require geologic studies of slope stability before permitting any development.

8. Set development standards for slopes over 15% grade to minimize grading and disruption of the natural terrain, and require suitable landscaping to stabilize slopes and prevent landsliding or erosion.

CONSERVATION AND OPEN SPACE

9. Assist developers in complying with State regulations for energy efficient construction, including passive and active energy conservation systems and protection of adequate solar access.
10. Promote energy conservation education activities in the City, and encourage efforts by property owners and residents to reduce energy consumption.
11. The City will continue to implement measures to reduce energy consumption, such as utilization of energy efficient equipment in its public buildings and operations and maintenance activities. Consideration will be made for use of high efficiency, low emissions vehicles, as well as for alternative fuels and technologies, as they become feasible and cost effective.
12. Participate in regional efforts to promote water conservation, and encourage economic water usage by the City, local residents and area businesses.
13. Review development proposals with consideration to sensitive habitat information.
14. Consider adoption of hillside development guidelines to preserve remaining natural hillsides and canyon areas.
15. Continue to encourage water and energy conservation in new development.

NOISE

16. Encourage construction by Caltrans of sound barriers along I-805 and I-5, where appropriate and desirable to protect adjoining residential neighborhoods or sensitive facilities such as schools and parks.
17. Continue enforcement of the City's Noise Control Ordinance, both by responding directly to complaints and by conducting field monitoring compliance checks to identify violators.
18. Regulate the placement and construction both of new noise generators, to avoid excessive interior and exterior noise level impacts on adjacent properties; and of new noise receptors (such as housing and schools), to minimize the negative effects of local noise generation.
19. Promote retrofitting with noise reduction materials of existing sensitive noise receptors (residences, schools, rest homes) in areas subject to high noise levels.

IV. HOUSING

California law requires all localities to prepare and implement Housing Elements in order to attain the State-wide goal of decent housing and a suitable living environment for every family. It further calls for expansion of housing opportunities to accommodate the needs of all economic levels, and specifically affordable housing for low and moderate income households. The law outlines requirements for preparation of the Element; these are referenced and satisfied in the City's Housing Element, adopted in 1992 and subsequently certified by the State.

This chapter incorporates the policies and program recommendations contained in the 1992 Housing Element, as well as others consistent with the Element, and describes the Combined General Plan/Zoning Map's categorization and delineation of residential areas in the City. Because of the broad scope of the Element, some of the policies and programs are also repeated in other chapters. The 1992 Housing Element contains a large amount of narrative and technical data. It also lists more general goals and objectives, and targets the number of homes to be built or rehabilitated and households to be assisted by various programs. The Element is referenced in its entirety as an integral part of the General Plan.

The Housing Element policies and programs are organized according to the following categories:

- Conservation of the existing housing stock
- Assistance
- Production of new housing
- Fair Housing (equal opportunity)
- Energy Conservation

National City currently contains much higher proportions of rental housing and affordable dwelling units than most communities in the Region. Both the adopted Housing Element and this General Plan recognize as major goals in National City the preservation of existing residential neighborhoods and provision of a wide range of housing opportunities. These goals translate into policies to protect neighborhoods from inappropriate development and encourage homeownership, while recognizing the need to continue providing for affordable housing.

The following assumptions were made in reviewing housing needs, policies and programs.

1. Most housing in the City will remain rental.
2. Federal and State funding cuts will result in less subsidy for low income households.

3. Family sizes will remain larger in the City, compared to the Region.
4. Housing demand will continue to increase.
5. The cost of housing in the City will remain low, relative to the Region.
6. The median age of housing and the need to rehabilitate homes in the City will continue to increase.

The following policy statements and implementation programs, some of which are repeated in the Overall Urban Framework and Energy Chapters, address the City's housing goals.

POLICIES

CONSERVATION

- A. The City shall maintain its identity as a distinct community by promoting a high quality urban environment with stable residential neighborhoods and healthy business districts. *(Repeated in Overall Urban Framework Chapter, Urban Development)*
- B. Neighborhood rehabilitation and beautification activities will continue to be encouraged and assisted, using both private and public resources. *(Repeated in Overall Urban Framework Chapter, Community Design)*
- C. Property conservation and community appearance will be encouraged through the implementation of appropriate programs and regulations. *(Repeated in Overall Urban Framework Chapter, Community Design)*
- D. The City will work to preserve both the affordability, supply and quality of the existing rental and owner housing stock.
- E. The practice of effective management will be encouraged in all rental housing projects in order to maintain and improve the quality of the City's rental housing.
- F. Continue using funds from Federal programs, as well as funds generated by the City's Redevelopment Program, to conserve and improve the existing housing stock and upgrade neighborhood conditions.
- G. The City will protect established single-family residential neighborhoods from inappropriate higher density residential or non-residential development which might affect the stability of the neighborhood and quality of life. *(Repeated under Production policies below)*

- H. Continue the City's prohibition on the conversion of existing duplexes or apartment houses to condominiums, community projects, or stock cooperatives, in order to maintain the current supply of rental housing.
- I. Continue to discourage the construction of second units in single-family neighborhoods.
- J. To preserve housing affordability as substandard housing units are repaired and rehabilitated.

ASSISTANCE

- L. Promote a higher rate of homeownership in the City.
- M. Continue existing housing assistance programs and implement those that become newly available to meet renter and homeowner needs among the low and moderate income population of the City.
- N. Participate in regional planning efforts to provide both on-base and off-base housing for military personnel and their families.
- O. Continue to assure the availability of the existing stock of assisted housing.
- P. Provide for the special needs of single-parent headed, low-income households.

PRODUCTION

- Q. Achieve a full range of housing with an improved balance between ownership and rental housing units.
- R. Endeavor to meet the total housing production needs of the City as projected by SANDAG.
- S. Encourage production of new housing affordable to the moderate and middle income ranges to allow for mobility in the housing supply.
- T. Continue to encourage the construction of residential and mixed use projects, subject to the Design Guidelines, in commercially zoned areas.
- U. Continue to protect established single-family neighborhoods from inappropriate higher density residential or non-residential development which might affect the stability of the neighborhood. *(Also stated above under Conservation policies)*

- V. Provide an adequate supply of land zoned for residential development to meet the projected need. Ensure that the development provides the optimum benefit to neighboring areas and the entire City.
- W. Support programs which assist in the production of housing for lower income households.
- X. In order to promote a higher rate of homeownership, the infilling of vacant lots with single-family homes will be encouraged.

FAIR HOUSING

- Y. Promote a housing marketplace in which all racial/ethnic groups and other protected groups have the same opportunity to obtain housing.

ENERGY CONSERVATION

- Z. It is that policy of National City that State energy conservation standards for housing be achieved through its planning and development review, permitting and enforcement programs.
- AA. It is the policy of the City of National City that the type, density, and location of housing approved or rehabilitated will include emphasis on energy conservation and access to transit.
- BB. It is the policy of National City that consideration for solar access be made in designing new housing.
- CC. It is the policy of National City that operable windows, appropriate architectural features, such as overhangs, awnings or trellises, shade trees, drought resistant landscaping, energy efficient and low water volume appliances be utilized whenever feasible in residential projects.

OTHER

Additional direction beyond the Housing Element is provided by the following policies, which are considered be consistent with Housing Element policies and help carry out the Element's goals and objectives.

- DD. Encourage General Plan amendments which carry out policies to maintain or upgrade residential neighborhoods.
- EE. The City will work with the private sector to stimulate the development of higher quality owner and rental housing.

<u>Two-Family (RT):</u>	Permits two dwelling units per lot, either as a duplex or two single-family structures (subject to appropriate development standards), with a minimum lot size of 5,000 square feet. (Equivalent to a maximum potential yield of 17.4 units per net acre.)
<u>Multi-Family Extendible (RM-1):</u>	Permits construction of single-family, duplex or multi-family housing at a density of 1 unit for each full 1,900 square feet of lot area. (Equivalent to a maximum potential yield of 22.9 units per net acre.)
<u>Multi-Family Limited (RM-2):</u>	Identifies existing large-scale multi-unit complexes as well as contiguous properties of smaller complexes containing at least 100 units; and allows their continued presence.
<u>Senior Citizen Housing (RM-3):</u>	Applies to housing designed and reserved for elderly residents in complexes typically with separate housing units and common amenities for social and recreational activities. These projects must be sponsored by public agencies or churches. This designation may permit higher density development than the RM-1 category, based on consideration of project design and surrounding uses.
<u>Mobile Home Park (RMH):</u>	Permits coordinated, large-scale development specifically for mobile homes.

In addition, residential uses are permitted in the CG, CL and CT commercial zones, except in the Coastal Zone, and in the MLR manufacturing zone. These are described in the Economic Development Chapter.

The following table summarizes information on potential residential density called for by the General Plan designations. In addition, existing, nonconforming higher densities may be found in any area, including those designated residential as well as in commercial, industrial and institutional. However, their occurrence is least likely where RS-E, RS-1 and RS-2 categories are applied.

POPULATION DENSITY AND BUILDING INTENSITY

	Predominant Housing Type	Persons per Unit (1990 Census)	Lot Area per Unit (sq. ft.)	Equivalent Building Intensity (du's/acre)	Equivalent Population Density (persons/acre) (1)*
RS-E	single-family	3.5	43,560	1	3.5
RS-1	single-family	3.5	10,000	4.4	10.7
RS-2	single-family	3.5	5,000	8.7	21.3
RS-3	single-family	3.5	5,000 (2)*	8.7(2)*	21.3(2)*
RT	two-family	3.21	2,500	17.4	39.2
RM-1	multi-family	2.98	1,900	22.9	47.8
RM-2	multi-family	2.98	(3)*	(3)*	(3)*
RM-3	multi-family	(4)*	(4)*	(4)*	(4)*
RMH	multi-family	2.5	(5)*	(5)*	(5)*
CG, CL and CT	multi-family	2.98	1,900	22.9	47.8
MLR	single-family	3.5	5,000	8.7	21.3

(1)* Net population/acre, assuming 30% of land area is devoted to streets

(2)* Existing multi-family housing in the RS-3 designated areas results in higher densities for many areas, although new construction is limited to one home per 5,000 sq. ft. of lot area.

(3)* No additional density is anticipated in this designation. Existing developments in the RM-2 category are often built at higher density than permitted in the RM-1 designation. However, some of the larger complexes also are built with fewer units per lot area than could be permitted under the RM-1 designation.

(4)* No additional density is anticipated in this designation, which reflects established senior citizen housing complexes. Household size in this zone is less than that for other multi-family zones; many senior housing units are occupied by single persons.

(5)* No additional density is anticipated in this designation, which reflects established mobilehome parks.

IMPLEMENTATION

Housing Element programs are described in detail in that Element and are listed by title or summarized below. Additional implementing actions that are considered necessary or desirable to carry out the Housing Element's goals and objectives are described following the listed programs.

CONSERVATION

1. Home Improvements Loan Program (Rehab 255 units.)
2. Rental Unit Rehabilitation Program (Rehab 138 units.)
3. Single-Family Rehab/New Construction, Owner and Rental through Nonprofit, (20-40 units)
4. California Housing and Finance Agency (CHFA) -- CDC Home ownership Program (also listed as First Time Homebuyers Program, a housing assistance program) (down payment assistance/deferred second mortgage for 30-35 units)
5. Street Tree Planting Program (target: 2,250 trees and watering system)
6. Code Enforcement Programs
7. Apartment Management (continued requirements for on-site management)
8. Evaluate neighborhoods for preservation or need for change.
9. Conduct a windshield survey of structural conditions in National City to define residential rehabilitation needs.
10. "Christmas in July" Community Volunteer Program

ASSISTANCE

1. Rental Assistance -- Project Based (continuation of housing assistance for 1,090 households in four existing complexes, i.e., Granger Apartments, Inter City Manor, National City Park and Plaza Manor)
2. Section 8 Rental Assistance -- Morgan Towers (Continue providing 151 units of affordable housing)
3. Housing Development Grant -- Kimball Tower (Continue providing 149 units of affordable housing)

4. Prepayment and Affordability Under ELIPHA (Examine ELIPHA programs, and apply if appropriate, to extend affordability of existing assisted units.)
5. Rental Assistance -- Section 8 Existing Program
6. Section 8 Rental Assistance -- New Program/Vouchers
7. CHFA-CDC First Time Homebuyers Program (also listed as CHFA-CDC Homeownership Program, Conservation Program No. 4)
8. Mortgage Credit Certificate Program (federal income tax credit for 50 units)

PRODUCTION

1. Prepare and adopt density bonus regulations to conform to State law.
2. Develop a housing incentives program (proposed in conjunction with Production Program No. 1, density bonus regulations).
3. Consider options for setback and yard area requirements.
4. Review commercially zoned land for possible change to residential or mixed residential/commercial use. This program has three specific components listed below.
 - a. Consider a Land Use Code amendment to add a conditional use permit or planned development finding for shopping center construction or expansion. The new finding would require that residential or mixed use had been considered and incorporated into the project or found infeasible for specific reasons.
 - b. Transmit an informational letter to owners of commercial zoned properties to encourage residential or mixed use.
 - c. Provide informational materials regarding the potential for residential development in commercial zones as handouts at the public counter.
5. Consider adoption of policies or regulations encouraging a variety of unit sizes within new apartment buildings; i.e., a minimum ration of 3 or more bedroom apartments.
6. Communicate production priorities to prospective developers, specifically by the following:
 - a. Update "National City Facts"

- b. Prepare reports as needed to respond to changes in development activity or inquiries on potential development sites.
 - c. Presentations to business and civic groups on land use and development potential in the City
- 7. Continue implementation of the City's Design Guidelines.
- 8. Implementation of the HUD Consolidated Plan
- 9. Housing Element implementation (monitor affordability of new housing units)
- 10. Land Use Code amendment to add provisions for emergency shelters

FAIR HOUSING

- 1. Affirmative Fair Housing Marketing Plan requirement
- 2. Compliance with fair housing protections of the Housing and Community Development Block Grant and HOME programs
- 3. Continue cooperation and support of fair housing counseling and enforcement organizations.
- 4. Additional programs -- Programs mentioned above also promote accessible housing by targeting specific groups. They include Section 8, existing housing and new construction; home improvement loan program, and site acquisition and resale.

ENERGY CONSERVATION

- 1. Update to the General Plan and Codes to incorporate additional energy conservation measures -- This includes consideration of transit oriented development and possibly lesser parking requirements for affordable housing near transit terminals. It also requires water and energy conservation devices consistent with State and Federal law.

OTHER

- 1. Continue to implement adopted Housing Element programs.
- 2. Exercise design and development review to ensure that all proposed residential developments fulfill the objectives of the Housing Element.

3. Help develop apartment management incentives and management assistance programs through joint public-private sponsorship.
4. Encourage formation of a local apartment owners' chapter within the San Diego Apartment Association to promote volunteer efforts to satisfy some of National City's housing needs.
5. Evaluate and revise development regulations as necessary to encourage use of less expensive building technologies, in order to encourage provision of affordable housing.
6. Continue to implement the City's adopted HUD Consolidated Plan, including existing housing programs and consideration of possible additional programs.
7. Identify strategies to encourage single-family housing construction on vacant lots within established neighborhoods; to attract households from all economic levels into the City; and to improve National City's image as a desirable community in which to live and work.
8. Expand and provide high funding priority to convert existing rentals to owner-occupied housing and to assist renters to become owners.
9. Encourage and assist the removal of older, substandard apartments from single-family neighborhoods.
10. Increase funding priority for programs to carry out improvements to existing housing or provide incentives for construction of substantial numbers of high quality homes.
11. Consider changes to mixed use regulations to limit higher densities to areas near commercial uses and major roadways, while restricting densities in areas primarily built with single-family homes.
12. Consider commercial corridor plans for mixed use on major streets. (rationale: carries out intent of mixed use policies; revitalizes street appearance and business; provides needed housing as described in Housing Element)
13. Study to determine which areas should remain RT. (rationale: alternative to reduce effects from policy to change RT areas to RS-2)
14. Consider neighborhood input on possible zone changes for areas designated RM-1, RT and RS-3. (rationale: maximizes opportunity for public input into rezoning actions)
15. Monitor available data on housing ownership, affordability and quality.

16. Continue to evaluate residential neighborhoods for preservation or need for change. As called out in the Housing Element, this program should identify areas that consist of predominantly single-family residential uses but are zoned for other uses or higher density.
17. Continue to evaluate older commercial and industrial uses for the possibility of replacement with housing.

V. ECONOMIC DEVELOPMENT

Three basic goals underlie the General Plan's policies on economic development in National City,

- To preserve and strengthen existing commercial and industrial uses;
- To provide a favorable climate for attracting new, high-quality business activity into the City;
- To retain and expand employment opportunities.

National City has experienced a significant amount of large-scale business development in the last few decades. This includes the Plaza Bonita and Town & Country shopping centers, Christman Industrial Park and Mile of Cars. Also recently built are the hotels at 8th Street and National City Boulevard, and smaller shopping centers and other scattered development throughout the City.

Future economic development priorities focus on maintaining and strengthening these newer business areas, further stimulating revitalization of the Downtown and other, older commercial districts, and attracting new development to available industrial and commercial sites within the City. Additional priorities include strengthening medical services in the area near Paradise Valley Hospital, and adding new investment in the Harbor District, which includes Port lands and nearby properties west of I-5. To benefit from the natural resource of San Diego Bay, economic development policies call for tourist and recreational as well as industrial and other commercial activities.

The City has made extensive use of its redevelopment powers to stimulate private investment. It will continue to take a strong interest and active role in ensuring the economic well-being of the community and its residents.

National City has been a center of business for many years. Its location within an older, more densely developed part of the San Diego Region continues to make it highly accessible, drawing people from surrounding areas to work and shop. However, as the outlying areas grow, they also develop new shopping centers and business parks which compete with those in National City. The policies and implementation programs listed below also address this trend.

The economic development chapter also responds to the needs of City residents for improved employment opportunities, as well as convenient access to jobs, shopping and services. The City's residents are in general younger than those in the Region, with lower incomes, and a higher rate of unemployment.

POLICIES

- A. Future business development in National City will emphasize clean, high-quality retail, professional and supportive activities, as well as similar industrial and related activities, within appropriate business districts.
- B. The City will encourage the development of both small and large-scale business facilities of a location, design and content which will improve the diversity and quality of National City's economic environment.
- C. The City will encourage office development within appropriate business districts, as well as high-tech businesses and tourist-oriented commercial uses, to create a more rounded economic base and provide more diverse employment opportunities.
- D. The City will encourage businesses to locate or expand in the City, where compatible with existing, nearby development and environmental features.
- E. The City will encourage private as well as public efforts to consolidate properties where larger sites are needed for business and employment growth.
- F. Standards to improve the structural integrity, design, siting, parking, signage, landscaping and other amenities of both new and existing development will be implemented to support compatibility with adjacent land uses and strengthening of the overall business environment.
- G. A marina and commercial recreation area will be established adjacent to the Paradise Marsh/Sweetwater Flood Channel outlet, in accordance with the Local Coastal Plan.
- H. Efforts for strengthening the Paradise Valley Hospital and adjacent area as a regional center for health services will continue to receive the City's support.
- I. Private revitalization of older shopping areas as neighborhood and community-oriented business districts will be high City priorities.
- J. In order to revitalize existing shopping areas, the City will encourage a mixture of commercial and residential uses.
- K. The City will encourage alternatives to small shopping center development by allowing mixed use development; i.e., residential combined with commercial use in the same development as well as residential infill development within specific commercial zones.
- L. The City will support programs to minimize vacancies while maintaining or expanding the amount of retail space in the City.

- M. The City will maintain a strong, ongoing communication and cooperation with the local business community.
- N. The City will assist the business community in evaluating National City's marketing and development potential, and in identifying development strategies which are beneficial to both the public and private sectors.
- O. The City will support efforts to reduce unemployment rates for City residents in the labor force.
- P. The City will protect the integrity and quality of the residential environment by restricting the type of business activity allowed in the City's neighborhoods.
- Q. Actions will be encouraged to recapture or surpass previous levels of sales tax revenues generated in the City in order to provide adequate funding for public programs.
- R. Projects will also be undertaken to increase the level of assessed property valuation in the City to further help ensure an adequate tax base to support public programs.

GENERAL PLAN MAP

The Combined General Plan/Zoning Map for National City designates seven categories of commercial activity and five of industrial land use. While there may be some overlap in allowed uses, each district represents a distinct level of economic activity, with a unique role in the City's economy and a sound combination of complementary land uses.

COMMERCIAL

General Commercial: Permits high intensity commercial and complementary development along major roadways and in community shopping complexes. This designation also provides for compatible residential development limited to no more than one unit per 1,900 sq. ft. of lot area (also referenced in the Housing Chapter).

Medium Commercial: Designated mainly along National City Boulevard, north of 16th Street, intended for smaller scale mixed-commercial uses; the area is characterized by small properties with high lot coverage.

Limited Commercial: Provides for small scale, limited convenience retail shopping at the neighborhood level. This designation also provides for compatible residential development, limited to no more than one unit per 1,900 sq. ft. of lot area (also referenced in the Housing Chapter).

Tourist Commercial: Located near freeway interchanges and next to the City's Bayfront, these areas provide services, goods and accommodations for visitors. Except in the Coastal Zone, this designation also provides for compatible residential development, limited to no more than one unit per 1,900 sq. ft. of lot area (also referenced in the Housing Chapter).

Automotive Commercial: Located along southern National City Boulevard, and identified as "Mile of Cars," provides sales and service for automobiles and other vehicles.

Heavy Commercial: Located mainly near the central and southern portions of National City Boulevard, provides specialized services and repairs, and limited manufacturing.

Shopping Center Commercial: Applied to Plaza Bonita regional shopping center on Sweetwater Road to accommodate the intensive, large scale commercial development and ancillary facilities at this location.

INDUSTRIAL

Light Manufacturing: Intended for uses near residential, commercial or environmentally sensitive areas, permits low intensity, high quality industrial activities, along with office and institutional development. Applied to areas near the Mile of Cars, this category also provides for automotive service and repair.

Light Manufacturing/Residential: Applied to the Westside area, reflects the location of manufacturing and commercial businesses among residences; permits low intensity, high quality industrial activities, along with office and institutional development, where compatible with adjacent uses. This designation also encourages improvement and expansion of existing housing and permits new construction of single-family homes (one per lot). Minimum lot size for new subdivisions is 5,000 sq. ft. (also referenced in the Housing Chapter).

Medium Manufacturing: Designated within the larger industrial district west of I-5, permits a wider range of intermediate industrial uses.

Heavy Manufacturing: Permits intensive industrial use, intended for select uses west of I-5, suitably separated from residential areas.

Tidelands Manufacturing: Located along the City's bayfront, permits marine-oriented industrial and service activities; this area is under the jurisdiction of the San Diego Unified Port District.

The Combined General Plan/Zoning Map, through an overlay, designates land that is subject to the planning and development regulations of the Unified Port District, as

specified in that agency's separate Master Plan. The Map also identifies the 24th Street Marine Terminal as property under the direct control of the Port District.

IMPLEMENTATION

1. Maintain close liaison with the Chamber of Commerce to assist in supporting the economic health of local businesses.
2. Consider programs to attract new businesses and assist start up of small businesses.
3. Assist the expansion of existing businesses in manufacturing or commercial zones where small parcels may be difficult to acquire and combine for development.
4. Update previous economic base studies in light of the impact of recent development and the availability of newer census data, in order to define the City's current market area, target under-served business categories with potential for expansion, and assist the business community in identifying successful development strategies. In addition, utilize these market studies to determine opportunities for revitalization or improvement of business districts.

After completion of market studies, determine feasible uses and consider the need for rezoning and other implementing planning actions, including the following:

- Rezoning from CM and CH to CG or other designation the properties along National City Boulevard between Plaza and 18th. Possible rezoning actions should follow consideration of uses that may be compatible with nearby auto dealerships as well as the Civic Center and downtown areas.
 - Rezoning from CT to CG the area on the west side of National City Boulevard north of 7th Street.
 - In addition, consider the need for Code amendments or specific plan regulations to address uses permitted in the CT zone.
 - Rezoning from CM to CG, as well as partially to RS-3-PD or other residential designation, the area on the east side of National City Boulevard north of 7th Street.
-
5. Continue discretionary review of proposals for new shopping centers to assess compatibility with adjacent uses and design, as well as the potential for mixed use or housing.
 6. Monitor available information on sales tax revenues, property valuation and employment in order to assess ongoing needs for economic development.
 7. Encourage actions to rehab older business districts; possibly reuse older buildings or replace them in order to accommodate new uses.

8. Encourage mixed use or housing near shopping in order to expand local markets.
9. Review Code requirements pertaining to mixed use and consider the possible need for criteria or findings relating allowable density to adjacent or nearby development.
10. Encourage promotions to attract or increase the retail viability in the City.
11. Implement Redevelopment program plans to stimulate new, varied commercial and related development in the Downtown National City Boulevard/Eighth Street area, and to revitalize the surrounding business district.
12. Continue other Redevelopment efforts to attract new industrial, office and commercial development to National City.
13. Encourage multi-tenant office development in the light industrial districts bordering I-5, near highway interchanges, to create a strong mixed light industrial-office business park environment.
14. Evaluate proposals for new industrial uses west of I-5, to assure minimum negative environmental impact and maximum economic benefit to the City.
15. Continue working with the Unified Port District to attract additional marine-related industrial activity to appropriate sites under its jurisdiction, and to improve the level and quality of industrial land use in National City.
16. Coordinate with the Port District on the revision of its Master Plan to ensure the City's interests are addressed. Also, consider subsequent changes to the Combined General Plan/Zoning Map, if necessary, to reflect Master Plan amendments.
17. Emphasize high quality commercial and industrial development, in order to generate the greatest tax and employment benefits from the limited amount of land and relatively small sites available in the City.
18. Investigate the current industrial development potential for property in National City, in terms of recent regional trends, relative competitive position, local labor pool characteristics and locational advantages of available sites, in order to assist the business community in identifying successful marketing strategies to attract new development.
19. Consider the data, policies and recommendations of the County Hazardous Waste Management Plan in evaluating applications for hazardous waste facilities, and utilize the siting criteria, the conditional use permit procedure, and the fair share

policies of the Plan in making decisions on such applications in areas designated Medium Manufacturing, Heavy Manufacturing or Tidelands Manufacturing.

20. Continue to apply recently adopted standards of the Light Manufacturing Zone, including discretionary review (conditional use permits), for proposed commercial and industrial development in the Westside area.
21. Consider further controls on manufacturing uses in the Westside, such as additional standards or restrictions on where new businesses should locate.
22. Consider program actions to relocate existing businesses from areas where they may be determined incompatible with existing residential use (also more generally called for by Overall Urban Framework Implementation Program No. 8).

VI. PUBLIC SERVICES AND FACILITIES

The provision and maintenance of public facilities and services can influence not only the timing, location and scale of new development, but also the quality of the existing residential and economic environment.

The existing level of public services in National City is satisfactory overall, although specific deficiencies may exist within certain systems (sewers, roadways, parks, drainage, public safety). Information on existing and planned facilities, as well as future needs, is contained in five of the eight issues reports prepared for the General Plan Revision Program. In particular, they focus on the subjects of parks and recreation, transportation, crime and hazardous materials, as well as the natural setting (particularly environmental hazards).

The purpose of this chapter of the General Plan is to establish a basic framework of proposed policies to meet the needs of National City's residents, and to support the implementation of other General Plan objectives.

The general public service policy of the National City General Plan is to maintain and improve basic services sufficiently to preserve a safe environment, accommodating present demands and anticipating the new development provided for in the General Plan. The primary mandate of the General Plan is that the City practice sound long-range planning and budgeting, to identify and be prepared for needed capital improvements.

The following assumptions provided direction for updating the policies and programs in this chapter.

RECREATION

1. The Port District will develop a marina and expand recreational use adjacent to Pepper Park.
2. The Bayshore Bikeway will be extended to connect the City's Bayfront with the Chula Vista Bayfront as well as with the Sweetwater River.
3. Except for the marina and Bayshore Bikeway, little area will be added for park and recreational use in the City.

TRANSPORTATION AND CIRCULATION

4. Automobile congestion and related needs for air quality improvement and energy conservation will continue to demand attention both in the Region and State.
5. Peak hour congestion on the City's freeways will continue or worsen.

6. Congestion should decrease on east-west City streets which connect the freeways with areas beyond the City. The improved traffic flow will result from widening of Division Street and Plaza Boulevard.
7. A new trolley line, planned by MTDB to extend eastward from 24th Street to Plaza Bonita and eastern Chula Vista, will not be built before the year 2015.

PUBLIC SAFETY

8. The crime rate will continue to decrease as the population of the City grows, reflecting National and Statewide trends; however, it will remain high relative to other cities in the Region.
9. There will continue to be a need to address problems from hazardous materials stored or generated at homes and businesses.
10. Contaminated soils caused by inadequately contained hazardous substances will pose environmental concerns and will constrain reuse of certain properties.

OTHER SERVICES AND FACILITIES

11. The City will continue to maintain a balanced budget in programming services and improvements.
12. The City will continue to implement General Plan policies and programs through its annual Capital Improvement Program.

POLICIES

RECREATION

- A. National City will work to improve the quality and availability of recreation resources for its residents through the maintenance and upgrading of existing parks, the strengthening of recreation programs, and the increased utilization of school recreation facilities.
- B. The City will strive to maintain or expand the current ratio of park and open space land to population; i.e., at least 4 3/4 acres per 1000 residents (including local parks, public-owned wetlands, golf course and school recreational facilities).
- C. Recreation facilities and programs will address the needs of all segments of the population, and will be available to all city residents.
- D. The City will continue its program to develop new school/community parks on the grounds of the elementary schools, as funding becomes available.

- E. The City will encourage the use of existing or proposed facilities for more than one purpose in order to maximize benefits. Examples include the use of school facilities for community recreational programs after school hours, as well as day/night use of community buildings and lighted park facilities.
- F. The City will promote development of regional recreation and open space resources which will benefit National City residents, with special emphasis on the Coastal Zone and the Sweetwater River.
- G. Encourage the Port and Navy to provide recreational access to the Bayfront, wherever feasible.
- H. The City shall continue to coordinate with the Port District to ensure development of a marina near Pepper Park. Land shall also be maintained for recreational and tourist-oriented commercial use adjacent to the marina, consistent with the adopted Local Coastal Program.
- I. Educational and recreational use of the Stein Family Farm will be encouraged.
- J. Efforts for restoration of Paradise Creek (particularly in the area southwest of Kimball School) shall be encouraged.
- K. Neighborhood parks should be encouraged in areas not immediately served by the City's community parks. However, park proposals should be considered on the basis of available funds for maintenance as well as development. Park design should be compatible with adjacent uses and reflect the needs of residents in nearby areas.
- L. In determining park needs, the City will consider potential recreational benefit from non-park features, i.e., streets, shopping malls, and commercial entertainment.

TRANSPORTATION AND CIRCULATION

- M. Traffic circulation improvements which minimize land acquisition and major construction, such as better signalization and road markings, and more left turn restrictions, will be encouraged.
- N. The City will work with Caltrans, SANDAG, MTDB and other responsible agencies to identify, plan and implement needed transportation improvements.
- O. The City will conduct roadway construction projects which are identified as desirable to the overall circulation pattern.
- P. The City will promote better transit services and encourage closer integration among the various transit systems, to provide convenient access to residential, employment and shopping areas of National City.

- Q. The City will promote local bicycle usage and safety through public and private education and development activities.
- R. The City will identify and implement necessary and desired pedestrian improvements, with a special emphasis on providing safe access for schools, parks, shopping districts, and other appropriate facilities.
- S. Schools and other facilities with substantial numbers of passengers being dropped-off are encouraged to provide facilities for loading and unloading passengers.
- T. In keeping with the Americans with Disabilities Act, the City will promote efforts to reduce architectural barriers which restrict full movement and access by less mobile segments of the population.
- U. All transportation planning will recognize the priority for protecting the quality of life in National City's neighborhoods, and for minimizing any impact on schools, hospitals, rest homes and other sensitive facilities.
- V. Citizen initiated proposals which reduce traffic through neighborhoods should be encouraged.

PUBLIC SAFETY

- W. The City will coordinate with the County and other agencies regarding disaster preparedness planning, to ensure the health and safety of residents during any emergency.
- X. The City will continue to encourage volunteer programs and community involvement to support public safety departments' efforts toward improving the safety of City residents and reducing criminal activity.
- Y. Inter-departmental coordination will be encouraged to approach neighborhood problems that contribute to or relate to crime.
- Z. The City will support and promote community programs that seek to educate and involve youth in activities which deter gang membership, drug abuse and other crime-related behavior.
- AA. Fire safety programs and planning will be strengthened in National City, regarding development standards and fire protection services.
- BB. The presence of hazardous materials in National City will be monitored to protect the health and safety of City residents.

- CC. The City will continue to coordinate with other local as well as regional, State and Federal agencies to address hazardous materials problems.
- DD. The City will encourage educational efforts to reduce risk from use, storage and production of hazardous materials in the home as well as the workplace.
- EE. The City will continue to encourage citizen participation in responding to proposals for hazardous materials facilities.
- FF. The City will give attention to maintaining and improving emergency and pre-hospital medical services available to National City residents.

OTHER SERVICES AND FACILITIES

- GG. The City will maintain communication and coordinate planning with the appropriate public agencies for evaluation and improvement of the various public facility service systems (water, sewerage, drainage, street lighting, streets and highways and other utilities), to adequately serve existing and projected future development and maintain a high quality urban environment.
- HH. Capital improvements programming for major public development projects will recognize long term maintenance requirements and address future budget and staffing needs.
- II. The City will work to provide services in each area of responsibility, at levels adequate to satisfy identified needs.
- JJ. The City will continue short-term and long-range planning efforts to identify needed capital improvements, secure sources of funding, and schedule development activities.
- KK. The City will participate with appropriate agencies to improve the availability of desired social services to National City residents.
- LL. The City will strive to maintain adequate Library facilities and services.
- MM. Continue to coordinate with the school districts on needed facilities as new development is proposed.

GENERAL PLAN MAP

RECREATION

The Combined General Plan/Zoning Map indicates all existing park and recreation areas within the City, including public parks and school yards, National City Golf Course, the City pool, and the boat launch ramp. Along with these specific facilities, the Combined

General Plan/Zoning map applies an Open Space (OS) overlay on certain property within the City, which limits development in such areas and provides permanent open space, consistent with the underlying land use designations. These areas include formal recreation facilities, waterways, open right-of-way and other appropriate locations.

The Open Space (OS) overlay is also applied to Port District lands planned for marina and related recreational uses in the City's Harbor District. Additional, adjacent CZ-zoned properties are also being planned for the marina development and are addressed in the Local Coastal Program.

Also included under the OS designation are Kimball School Park and adjacent public-owned properties along Paradise Creek. This area has potential for a restoration project with trail access.

In addition, the Open Space Reserve (OSR) land use designation classifies three areas in the City for preservation and allows their use for limited passive recreation/educational purposes. These areas include Paradise Marsh west of I-5, Bannister Marsh east of I-5, and properties along the Sweetwater River west of Plaza Bonita.

TRANSPORTATION AND CIRCULATION

The Combined General Plan/Zoning Map recognizes the rights-of-way of freeways I-5, I-805 and SR 54, together with the San Diego Trolley, and identifies them with the Open Space (OS) overlay. Additional circulation facilities, regarding functional roadway classifications and recreation trails, are shown on figures following the Appendix.

Roadways

There are four functional classifications for streets and roads in National City:

1. Freeway: Limited-access, high-speed roadways passing through the City as part of a regional network (consisting of I-5, I-805 and SR. 54).
2. Arterial: Major local traffic channels, providing circulation across the City and access to major destination points (e.g. Highland Avenue, Plaza Boulevard, 30th Street/Sweetwater Road); usually 4-6 driving lanes, often with synchronized signals to help traffic flow.
3. Collector: Local conduits carrying traffic out of neighborhoods or business districts usually onto arterials but sometimes to other collectors. These may also serve as alternate routes to arterials for movement across the City (e.g., D Avenue, Fourth Street, Tidelands Avenue); usually 2-4 driving lanes.
4. Neighborhood: Low-capacity, low-speed roads providing direct access to individual properties within neighborhoods; usually 2 driving lanes.

Figure 2 in the Appendix illustrates the designation of freeways, arterials and collectors in National City. It also indicates roadway segments within the City which are proposed for construction by the General Plan. Furthermore, it shows the location of a future carpool lane along Harbor Drive, which would extend from I-5 in National City to downtown San Diego.

Public Transit

National City is served by a network of transit systems providing access both within the City and to the greater San Diego Region. The Combined General Plan/Zoning Map shows the location of the San Diego Trolley right-of-way and its two depots at 8th and Twenty-Fourth Streets. Not shown on the Map is the planned extension of the Trolley network eastward from the Twenty-Fourth Street station along the north side of Route 54. MTDB has not yet funded or scheduled this improvement. Further information on transit is also provided in the Transportation Issues Report, including the location of bus routes operated in the City by National City Transit, Chula Vista Transit, San Diego Transit and the Metropolitan Transit System.

Recreational Trails

Figure 3 in the Appendix indicates the proposed routes of a number of bicycle and hiking trails within National City. These trails either connect to regional networks or provide access to resource areas in the City. While bicycle usage is encouraged along neighborhood streets in National City, no local bike trails are specifically designated at this time. Bicycle routes may be added if determined feasible after programming future improvements for roadways, such as Plaza Boulevard, as discussed under the implementation section below. The Bayshore Bikeway is shown, as well as trails within the Sweetwater Flood Control Channel. In addition, potential linkages are indicated near Paradise Marsh and the marina site, and along Paradise Creek near Kimball School.

PUBLIC SAFETY

The Combined General Plan/Zoning Map indicates the location of two fire stations in the City, at 16th Street and at Euclid Avenue. The police station, also shown on the Map, is located on National City Boulevard, across the street from the Civic Center.

OTHER SERVICES AND FACILITIES

Two major land use designations are shown on the General Plan map which relate to public services:

- Civic Institutional: Designates property accommodating major public facilities such as schools, parks, and municipal buildings such as the Civic Center and the Public Works Department facilities.
- Private Institutional: Identifies quasi-public and private facilities providing basic services to City residents, including educational institutions, medical centers, and

certain utilities. The largest part of this zone is made up of Paradise Valley Hospital along with its adjacent properties built or planned for accessory uses; these include businesses to serve the hospital community as well as assisted and independent living complexes.

In addition, the Combined General Plan/Zoning Map identifies the specific locations of various community facilities, which are located where institutional as well as other land use categories apply. Shown on the Map are minor utility structures, the Library and Community Center, the Civic Center, and medical and related facilities. Brick Row, Granger Hall and St. Matthew's Church, designated as official historic properties (on the National Register), are also shown. Land within the jurisdiction of the US Navy is identified as a "Military Reservation," with Gate 9 shown at the end of West 8th Street and Gate 53 at the end of West 19th Street as entrances to the Naval Supply Center.

IMPLEMENTATION

RECREATION

1. Implement a comprehensive improvement effort for National City's existing public parks, addressing both maintenance of existing and installation of new recreation facilities, and expansion of recreation programs.
2. Encourage efforts to identify and acquire additional park land to maintain at least 4 and 3/4 acres per 1000 residents.
3. Maintain and expand public recreational and social programs to adequately serve the needs of the City's residents, especially children and teens, as well as the elderly.
4. Coordinate with the National School District for the development of school/community parks at elementary schools in the City.
5. Continue and expand cooperative programs with the Sweetwater Union and National School Districts to upgrade outdoor and indoor school recreation facilities and expand their use by City residents.
6. Consider expansion of cooperative programs with the Boys and Girls Club of National City.
7. Continue to consider use of Library facilities and services for educational programs.
8. Seek implementation of Local Coastal Plan recommendations for recreation related facilities in the City's Coastal Zone, and for improved bayfront public access.

9. Encourage proposals for park development and trails to connect recreational as well as other use. Potential linkages may be found along flood control channels.
10. Promote further enhancement of recreational trails and other facilities relating to the Sweetwater Flood Control Channel.
11. Promote continued development and improvement of the Sweetwater Regional Park, to provide more recreational opportunities to residents of the City and the region.
12. Improve the El Toyon Park recreation center, based on coordination with nearby residents as well as community recreational needs.
13. Continue improvement efforts at Kimball Park, following the Park Master Plan, including potential expansion of the park to the south.
14. Encourage specific planning for the Stein Family Farm and obtain input from residents of the surrounding neighborhood on activities or improvements that may be proposed.
15. Encourage efforts to obtain grants for park and recreation proposals, including Paradise Creek restoration.

TRANSPORTATION AND CIRCULATION

16. Identify suitable techniques to divert vehicles from local neighborhood streets without adversely affecting overall circulation. Potential improvements should be determined after obtaining input from affected neighborhood residents and shall be consistent with State regulations.
17. In order to minimize disruption of traffic along major arterials, consider restricting left turns out of local streets and commercial driveways during morning and afternoon commute hours, where it is appropriate.
18. Continue to identify and budget for additional needed traffic signal, intersection and related circulation improvements.
19. Continue to implement plans to improve traffic flow through a centralized traffic control system.
20. Explore methods to channel commuter traffic generated east of National City onto I-805 and SR 54, to minimize the volume of traffic crossing the entire City to reach I-5, while providing adequate facilities for traffic through the City.

21. Consider the safety implications where streets transition to fewer lanes as improvements are phased in.
22. Pursue opportunities with Caltrans for improvements to highway interchanges in National City, to improve public safety and traffic flow, with special attention to I-5 at Division Street, as well as at 24th Street and at Civic Center Drive. In addition, pursue the potential for improved access from I-805 to Plaza Bonita.
23. Plan and budget the following major roadway extension/improvement projects:
 - Widening and upgrading of Division Street to become a four-lane roadway along its entire length, to better function as an east-west arterial.
 - Widening of Plaza Boulevard to improve traffic flow through the City.

An improvement plan should be prepared. It should identify right-of-way needed for future widening, as well as enhancements needed, including landscaping. Consideration should be given in the plan to adjacent uses, their access, and the overall appearance of the street. Besides possible street widening, alternative measures to accommodate traffic should be explored, such as improved signalization, left and right-turn lanes, and one-way travel along 8th Street and Plaza Boulevard.

- Monitor and program improvements as recommended in the National City Transportation Study and future updates to that report.
24. Obtain financing to implement provisions of the local Coastal Program's Land Use Plan regarding circulation and access improvements within the Coastal Zones, including:
 - Extension of Harrison Avenue south from 24th Street to the Boat Launch Ramp.
 - Provision of access trails around Paradise Marsh.
 - Development of a separate crossing for the Bay Route Bikeway over the Sweetwater Flood Channel.
 - Connection of Coastal Zone trails with the Sweetwater Flood Channel trail system.
 25. Study the desirability and options to facilitate diagonal parking and pedestrian facilities on National City Boulevard between 8th Street and Plaza Boulevard.

26. Coordinate with affected jurisdictions to determine the feasibility of carpool lanes on Harbor Drive.
27. Consult with regional agencies concerning methods to improve local transit services emphasizing coordination of services.
28. Encourage extension of transit service to serve additional areas, such as west of I-5.
29. Seek funding, identify suitable locations and coordinate with transit agencies for installation of bus shelters.
30. Promote bicycle safety within the City, including educational activities and use of neighborhood streets rather than busy arteries.
31. Encourage installation of bicycle storage facilities within new and existing parking lots and at private and public gathering places.
32. Promote development within National City of local portions of the regional bicycle trail system, with emphasis on the Coastal Zone and the Sweetwater Flood Control Channel.
33. Study the potential to improve the safety and feasibility of bicycle transportation through the City in order to reduce automobile trips. Consider actions to encourage bicycle transportation to major activity centers, such as to Naval Station San Diego especially from Navy housing located just east of the City. This may affect Transportation and Circulation Program No. 21 (above), which calls for study regarding Plaza Boulevard improvements.
34. Monitor the need for pedestrian safety as street improvements are programmed.
35. Encourage pedestrian-oriented design.
36. Continue efforts to comply with requirements of the Americans with Disabilities Act (ADA) by providing ramps for handicapped access to sidewalks at all existing street corners. Also, construct wheelchair access ramps as a part of all new development or improvement projects.
37. Continue work to remodel public buildings and facilities as necessary to allow full access and use by the handicapped.
38. Require all new development to be designed to be free of exterior and interior barriers to full movement and access, and promote remodeling of existing businesses and other private facilities to allow full access, consistent with ADA requirements.

PUBLIC SAFETY

39. Strengthen disaster planning and training activities by City departments, and improve emergency coordination procedures with the County and other agencies.
40. Continue to establish neighborhood watch programs in suitable areas of National City, to strengthen police department outreach and community education efforts, and to improve citizen communication and participation in public safety activities.
41. Monitor the adequacy of police and fire staffing and services, and institute improvements as necessary.
42. Consider the impact on crime when redesignating future land use for specific areas.
43. Consider design standards which specify security features for new development, such as garages or security gating, restricted access, and lighting.
44. Continue to implement improvements as necessary to maintain adequate fire protection.
45. Continue to maintain the operation of two fire stations to serve National City: Euclid Avenue, and the Sixteenth Street station for the central portion of the City and the western industrial district. Consider development of a third fire station in the area north of Plaza Boulevard, east of I-805.
46. Continue to coordinate with other agencies to ensure adequate coverage throughout the region and efficient utilization of public fire facilities.
47. To coordinate fire protection capability, upgrade water mains and install fire hydrants as necessary with Sweetwater Authority Water District.
48. Continue to implement, and update as appropriate, development standards (nationally recognized Uniform Building and Fire Codes) regarding use of fire-resistant building materials, installation of fire detection and extinguishing systems, and requirements for emergency exits and building access.
49. Participate in regional and state efforts to monitor and regulate the use and handling of hazardous materials in National City.
50. County Department of Health Services should be contacted regarding their authority and responsibility to regulate the transportation of hazardous materials.
51. Continue to require conditional use permits, as called for by the adopted Hazardous Waste Management Plan, for new hazardous waste facilities.

52. Participate in regional planning efforts to ensure that quality emergency and pre-hospital medical care is available to National City residents.
53. Continue to evaluate the effectiveness of current emergency medical services available to the City, and consider the benefits and costs associated with any proposed service revisions.

OTHER SERVICES AND FACILITIES

54. Continue to monitor and evaluate the basic systems serving National City (including electricity, phones, roads, water, sewerage, drainage), in cooperation with regional operating and planning agencies, to identify current deficiencies and areas requiring expansion in light of projected future growth. Develop additional capital improvement efforts as necessary.
55. Pursue funding sources for all short and long-range capital improvement projects desired by the City.
56. Analyze the total demand on various City services generated by both the resident population and those visiting the City for employment, shopping, recreation and other purposes, and consider the level of municipal services and staffing needed to adequately meet those demands.
57. Require that major development projects be evaluated in terms of both the actual need for additional service capacity and the capability of the City to provide long-term maintenance.
58. Evaluate the City's long-range capital maintenance program, to ensure that it fully recognizes and plans for future budget and staffing required to operate and maintain existing public facilities.
59. Continue efforts to upgrade all the City's public and private roadways to urban service levels.
60. Using the results of available deficiency studies, and additional surveys as needed, implement a street and sidewalk repair program based on severity of need and priority of use.
61. Continue advance programming for sewer and storm drainage systems maintenance, repair and extension as needed.
62. Cooperate with the Sweetwater Authority in the development of improved water supply and storage facilities to serve National City.

63. Update the comprehensive drainage study completed for the City and monitor the need for drainage improvements, including consideration of the following:
 - Covering of additional drainage ways;
 - Concrete cross gutters at intersections where needed;
 - Storm drains for the area around "F" Avenue and 30th Street;
 - Improved drainage for the low-lying industrial area near Hoover Avenue and 33rd Street;
 - Storm drains for the Shell Avenue/Thelma Way area;
 - Storm drains for "M" Avenue near 16th Street;
 - Reconstructed drains at 30th Street and "A" Avenue;
 - Correction of flooding near National City Boulevard and 18th Street;
 - Correction of flooding near 24th Street and I-5.
64. Conduct improvement activities as needed along the Paradise Creek drainage channel, including across Las Palmas Golf Course and from the intersection of Plaza Boulevard and 8th Street east to the City limits.
65. Evaluate the public improvements that might be needed if Lincoln Acres is annexed to National City (e.g., street, sewer, drainage and water systems), in order to provide basic facilities at urban service levels in that area.
66. Consider options for continued operation of the branch library in Lincoln Acres, if that area is annexed to National City.
67. Consider options to relocate or buffer the western portion of the Public Works yard used for temporary storage.
68. Coordinate with interested parties to identify a suitable facility to house a museum containing exhibits and other materials regarding the history of National City. Also consider the potential for expansion of existing City facilities that house historic archives.

APPENDIX
CIRCULATION PLAN

APPENDIX: CIRCULATION PLAN

This Appendix presents detailed information on the components of the Circulation Element of the General Plan, including major street, transit and recreational trail provisions.

MAJOR STREETS DESIGNATED IN THE PLAN

FREEWAYS

- ◆ Interstate 5 (I-5)
- ◆ Interstate 805 (I-805)
- ◆ State Route 54 (SR 54)

ARTERIALS

East-West

- ◆ Division Street (entire)
- ◆ 8th Street (entire)
- ◆ Paradise Valley Road (entire, 8th Street/Plaza Boulevard to east City limit)
- ◆ E. Plaza Boulevard (National City Boulevard to 8th Street)
- ◆ 24th Street (Harrison Avenue to Highland Avenue)
- ◆ E. 30th Street (National City Boulevard to Sweetwater Road)
- ◆ Sweetwater Road (entire)

North-South

- ◆ Harbor Drive (entire)
- ◆ Harrison Avenue extension (24th Street to Pepper Park area/32nd Street; precise location to be determined in conjunction with development in the area)
- ◆ National City Boulevard (entire)
- ◆ Osborn Street (entire, north City limit to National City Boulevard)

- ◆ Highland Avenue (entire)
- ◆ Euclid Avenue (entire)
- ◆ Plaza Bonita Road (Sweetwater Road to south City limit)
- ◆ Plaza Bonita Center Way (SR 54 to Sweetwater Road)

COLLECTORS

East-West

- ◆ 4th Street (entire)
- ◆ W. Plaza Boulevard (I-5 to National City Boulevard)
- ◆ E. Plaza Boulevard (Paradise Valley Road to east City limit)
- ◆ Manchester Street (Plaza Boulevard to Angelo Drive)
- ◆ Civic Center Drive (Tidelands Avenue to National City Boulevard)
- ◆ E. 16th Street (National City Boulevard to east City limit)
- ◆ 18th Street (I-5 to City limit)
- ◆ W. 19th Street (Tidelands Avenue to I-5/W. 18th Street)
- ◆ W. 24th Street (Tidelands Avenue to Harrison Avenue)
- ◆ E. 24th Street (Highland Avenue to N Avenue)
- ◆ E. 24th Street (Euclid Avenue to Granger Avenue)
- ◆ Ridgeway Drive (Euclid Avenue to Granger Avenue)
- ◆ W. 30th Street (Hoover Avenue to National City Boulevard)
- ◆ W. 33rd Street (Hoover Avenue to National City Boulevard)
- ◆ Valley Road (parallel to and north of the Route 54 Freeway, from Sweetwater Road to Plaza Bonita Center Way)




North-South

- ◆ Tidelands Avenue (entire)
- ◆ Tidelands Avenue extension (Civic Center Drive to Harbor Boulevard)
- ◆ Cleveland Avenue (Civic Center Drive to 24th Street)
- ◆ Wilson Avenue (entire)
- ◆ Hoover Avenue (8th Street to 18th Street; 20th to 33rd Street)
- ◆ Roosevelt Avenue (Division Street to Plaza Boulevard)
- ◆ D Avenue (Division Street to 30th Street)
- ◆ L Avenue (Plaza Boulevard to 30th Street)
- ◆ Palm Avenue (northern City limit to 18th Street)
- ◆ Grove Street (Sweetwater Road to Newell Street)
- ◆ Second Avenue (Sweetwater Road to southern City limit)
- ◆ Newell Street (Grove Street to 18th Street)
- ◆ Granger Avenue (18th Street to Ridgeway Drive)
- ◆ Harbison Avenue (Division Street to 16th Street)
- ◆ Rachael Avenue (16th Street to 20th Street)



FIGURE 2

CIRCULATION ELEMENT: MAJOR STREETS

-  FREEWAY & INTERCHANGE
-  ARTERIAL
-  COLLECTOR

NOTE: DASHED SYMBOLS INDICATE
PROPOSED DEVELOPMENT

◆◆◆◆◆ CARPOOL LANE (FUTURE)

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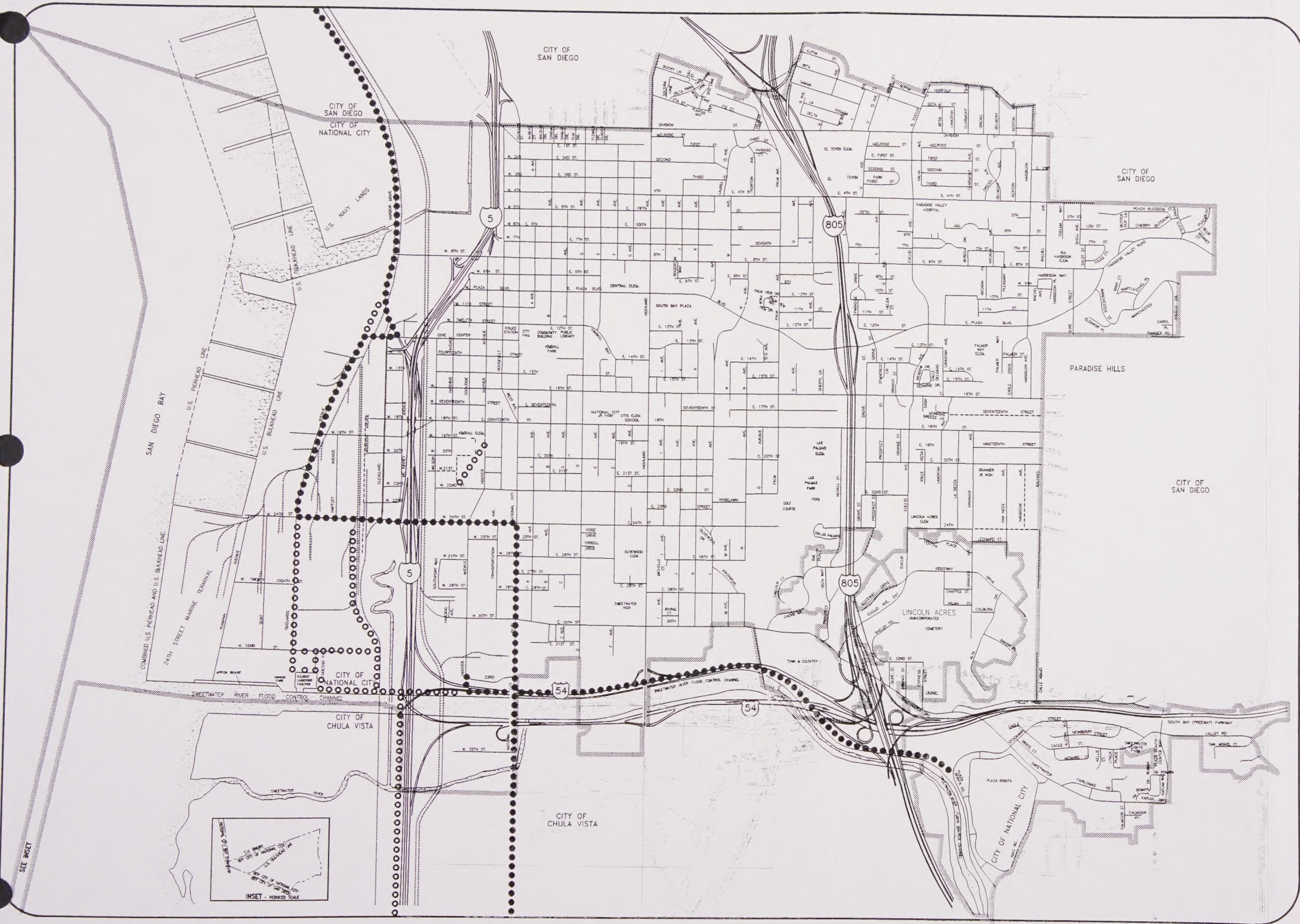


FIGURE 3

CIRCULATION ELEMENT: RECREATION TRAILS

- EXISTING ROUTES
- PROPOSED LINKAGES

Notes:

Changes may be adopted as the following programs are carried out:

- Bayshore Bikeway linkages
- Harrison Avenue extension
- Tidelands/Harbor Drive connection
- National City Marina construction

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